

# ETC

## EUROPEAN TRAVEL COMMISSION

● PLAZA 2-0280

● 130 EAST 59TH STREET, NEW YORK 22, NEW YORK

REGISTRATION No. 1281

April 26, 1960

● MEMBER COUNTRIES

AUSTRIA

BELGIUM

DENMARK

FINLAND

FRANCE

GERMANY

GREAT BRITAIN

GREECE

ICELAND

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ITALY

LUXEMBOURG

MONACO

NETHERLANDS

NORWAY

PORTUGAL

SPAIN

SWEDEN

SWITZERLAND

TURKEY

YUGOSLAVIA

**FILED**  
JUL 29 1960  
REGISTRATION SECTION  
DEPARTMENT OF JUSTICE

Mr. Donald N. Martin  
Donald N. Martin and Company  
355 Lexington Avenue  
New York 17, New York

Dear Mr. Martin:

With the approval of our Executive Committee, we have concluded with you as of this date the following agreements:

- (a) Agreement retaining Donald N. Martin and Company for administrative services; and
- (b) Agreement retaining Donald N. Martin and Company for public relations services.

It is the purpose of this letter to confirm to you our understanding that the compensation to be paid to the Company under the foregoing agreements includes the sum of \$15,000.00 for the services of Mr. Martin. It is understood that there shall be included in the budgets under said agreements an amount equal to the payments which your company will make with respect to his Federal Social Security, New York State Unemployment Insurance and Hospital or Medical plans adopted by the Company; which plans, however, shall be subject to our approval. The breakdown for the compensation for the above services and said payments will be reflected in the budgets which you have agreed to submit to us for our approval with respect to each agreement.

We further confirm to you that despite any adjustment in appropriations received from Commission Européenne de Tourisme, our commitments to you for the above compensation and for the cost and expenses covering rental of offices, furnishings, equipment and facilities outlined in the approved budgets under said agreements, shall not be reduced, affected or disturbed in any way.

A sum of \$5,000.00 will be made available to you upon the signing of this agreement to be applied by you to defray advanced costs and expenses incident to the above agreements. This sum will be accounted for by you in the monthly billings to us.

ETC

## EUROPEAN TRAVEL COMMISSION

130 EAST 58TH STREET, NEW YORK 22, NEW YORK

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YUGOSLAVIA

The residue from the \$36,000.00 fee under our above Public Relations Service Agreement, after the compensation to your company and the salaries of the Public Relations staff have been met, is to be applied by you against the rental of the Public Relations' office space, furnishings, equipment and facilities. Commissions that will accrue from special services as set forth in our Public Relations Service Agreement, estimated in the sum of \$4,400.00 will also be applied against said rental, furnishings, equipment and facilities. Any surplus in the commission account shall be applied against the budget for public relations operating costs, production and out-of-pocket expenses. If the commissions together with the above residue from the \$36,000.00 fee shall not be sufficient to meet cost of rental of the office space and the rental of furnishings, equipment and facilities, which rentals have been included in the approved budgets, then we will make suitable arrangements to meet any such deficit.

We understand that the Executive Director will be allowed one month's vacation. During his absence, you will make suitable arrangements for carrying on his work.

In the event of death or permanent physical incapacity of Mr. Martin, then E.T.C. can terminate this agreement on not less than 60 days written notice; and in event of such termination E.T.C. shall assume the obligations incurred under the lease for office space.

It is understood that Mr. Bolin in agreeing to this letter does not assume any personal responsibility or obligation, but the payments provided shall be made by the travel organizations constituting the European Travel Commission.

On signature by each of us of the above agreements together with this letter, all of the same will constitute the understanding and agreement between us.

Very truly yours,

EUROPEAN TRAVEL COMMISSION

By 

CONSENTED AND AGREED TO:

DONALD N. MARTIN AND COMPANY

By 

**DONALD N. MARTIN AND COMPANY**

355 LEXINGTON AVENUE NEW YORK 17, N. Y. OXFORD 7-0526

**FILED**  
JUL 29 1960  
Registration Section  
DEPARTMENT OF JUSTICE

REGISTRATION No. 1381

April 26th, 1960

Mr. Luis Bolin, Chairman  
European Travel Commission  
130 East 59th Street  
New York 22, N. Y.

**Re: Agreement for Public Relations Services**

Dear Mr. Bolin:

This letter will constitute the understanding and agreement between us:

(1) The European Travel Commission hereby retains our company as Public Relations Counsel for a period of one year, commencing July 1st, 1960.

(2) We agree to perform the following services:

- (a) Create and propose a continuing publicity program.
- (b) Initiate special public relations projects which will advance specific E.T.C. objectives.
- (c) Coordinate E.T.C.'s public relations campaign with activities of other interests directly and indirectly concerned with the promotion of European travel.
- (d) Establish an E.T.C. news bureau, to serve newspapers, wire services, feature syndicates, television, radio, consumer magazines and trade publications.
- (e) Create and produce feature stories, special articles for magazines, program material for television, radio, etc.
- (f) Develop tie-in promotion and publicity with organizations inside and outside the industry.
- (g) Cultivate leaders of national organizations and professional societies in an effort to attract more convention business to Europe.
- (h) Represent E.T.C., when appropriate, by making promotional and publicity visits to key travel markets.

- (i) Represent E.T.C., when appropriate, by filling speaking engagements and giving interviews to press, radio and television.
- (j) Produce films, slides, booklets, special bulletins, exhibits and other promotional material, as required.

(3) The Company will provide the full time of Mr. Donald N. Martin to the personal direction of the public relations program and services outlined in paragraph (2) and the administrative duties of the European Travel Commission, and handle no other accounts. The staff which we will provide to perform the public relations services enumerated above, will include the full-time efforts of the following personnel.

- (a) Writer/Publicist
- (b) Audio-Visual Specialist (TV/Radio/Films/Exhibits)
- (c) Public Relations Secretary

(4) Our fee from July 1st, 1960 to June 30th, 1961 will be \$36,000.00. It will be billed to you in monthly installments of \$3,000.00 on the 20th day of the preceding month, beginning June 20th, 1960, and is payable by the first of the month.

(5) In addition to our fee, there will be available for operating costs, production, special services and out-of-pocket expenses \$39,000.00 for the twelve (12) month period. We add 17.6% (to produce a 15% mark-up) to our cost on special items such as art work, printing, photography, mailings, mat services, mass script service, TV films and special presentations to recover out-of-pocket outlays that we did not include in setting our retainer fee. Operating costs, production, special services and out-of-pocket expenses will be billed on the 10th and the 25th of each month, payable upon presentation.

We will submit to you shortly our recommended public relations program with a complete budget breakdown.

(6) All policy decisions are to be made by the E.T.C. or through its proper sub-committees and all activities are subject to supervision by the Commission through its appropriate officers.

Mr. Luis Bolin, Chairman  
European Travel Commission

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(7) It is agreed that during the month of April 1961, we shall review the matter of the renewal of this agreement on mutually satisfactory terms, in order that we both may be in a position to make suitable plans for the period beyond the expiration date of this agreement, June 30th, 1961.

(8) Any sum mentioned in this letter is subject to adjustment in accordance with the appropriation received from Commission Européenne de Tourisme.

(9) In event of death or permanent physical incapacity of Mr. Martin, then European Travel Commission can terminate this agreement on not less than 60 days written notice; and in event of such termination European Travel Commission shall assume the obligations incurred under the lease for office space.

(10) It is understood that Mr. Bolin in agreeing to this letter does not assume any personal responsibility or obligation, but the payments provided shall be made by the travel organizations constituting the European Travel Commission.

Sincerely,

DONALD N. MARTIN AND COMPANY

By: Donald N. Martin

CONSENTED AND AGREED TO:

EUROPEAN TRAVEL COMMISSION

By: [Signature]

**DONALD N. MARTIN AND COMPANY**

355 LEXINGTON AVENUE NEW YORK 17, N. Y. OXFORD 7-0526

**FILED**  
**JUL 4 1960**  
Registration Section  
DEPARTMENT OF JUSTICE

April 26th, 1960

REGISTRATION No. 1381

Mr. Louis Bolin, Chairman  
European Travel Commission  
130 East 59th Street  
New York 22, N. Y.

**Re: Agreement For Administrative Services**

Dear Mr. Bolin:

We have discussed the engagement of my Company to handle the Administrative and Public Relations functions of the European Travel Commission.

In this letter I set forth the understanding and agreement with respect to our administrative services, leaving the matter of the Public Relations services to a separate letter.

(1) The undersigned Company agrees to provide the services of Mr. Donald N. Martin to serve as Executive Director with the following responsibilities:

- (a) Create and propose continuing programs and special projects.
- (b) Use initiative in carrying out E.T.C. policy decisions.
- (c) Meet frequently with executives of carriers, tour operators and other important factors in the industry to gain their support for E.T.C. activities.
- (d) Coordinate E.T.C. programs and promotions with those of the carriers, tour operators, agents, etc.
- (e) Work with tour operators, carriers, agents, etc., to tap new reservoirs of travelers; encourage the industry to offer special interest tours, etc.
- (f) Coordinate the E.T.C. administrative and public relations programs with the advertising campaign by serving the Advertising and Publicity Committee as liaison with the advertising agency.
- (g) Carry forward the day-to-day administrative work of the Commission.

4/26/60

It is further agreed that Mr. Martin will carry out and perform the duties set forth in your paper entitled: "Definition of the Duties of the Executive Director of the European Travel Commission" which has been read, amended and agreed upon between us. This paper is annexed to and made part of this agreement as though fully set out therein.

(2) In addition to Mr. Martin's personal services we agree to provide a staff including an Administrative Assistant and a Stenographer, and also provide necessary office facilities to perform the administrative functions. In the event of death or permanent physical incapacity of Mr. Martin, then E.T.C. can terminate this agreement on not less than 60 days written notice; and in event of such termination E.T.C. shall assume the obligations incurred under the lease for office space.

(3) The total budget for the administrative work for the twelve (12) month period is \$25,000.00 which will include our fee for Mr. Martin's services as Executive Director, salaries of the Administrative Assistant and Stenographer, as well as operating costs, production and out-of-pocket expenses. A complete budget breakdown will be submitted shortly for your approval. Fixed costs will be billed on the first of the month concerned, with payment due by the 10th of the same month. All other expenses will be billed on the 10th and 25th of each month, payable upon presentation. The budget of \$25,000.00 shall include all such costs, expenses and office facilities.

(4) It is agreed that during the month of April 1961, we shall review and discuss the matter of the renewal of this agreement on mutually satisfactory terms, in order that we both may be in a position to make suitable plans for the period beyond the expiration date of this agreement, June 30th, 1961.

(5) Any sum mentioned in this letter is subject to adjustment by your Commission in accordance with the appropriation received from Commission Européenne de Tourisme.

(6) It is understood that Mr. Bolin in agreeing to this letter does not assume any personal responsibility or obligation, but the payments provided shall be made by the travel organizations constituting the European Travel Commission.

Sincerely,

DONALD N. MARTIN AND COMPANY

By: Donald N. Martin  
Donald N. Martin

CONSENTED AND AGREED TO:

EUROPEAN TRAVEL COMMISSION

By: Luis Bolin

Luis Bolin, Chairman

April 20, 1960

REGISTRATION No. 1381

EUROPEAN TRAVEL COMMISSION

IN THE U.S.

DEFINITION OF THE DUTIES OF THE EXECUTIVE DIRECTOR OF THE E. T. C.

I. AUTHORITY

The Executive Director derives his authority to act on behalf of the European Travel Commission in New York directly through its responsible officers and sub-committees. He shall engage in no activities for individual member offices, nor for any other organization, but devote himself exclusively to E.T.C. projects. He shall be responsible to the Chairman of the Commission, or such person designated to act for the Chairman. The Executive Director shall have the right to engage as well as dismiss members of the staff.

II. RESPONSIBILITIES

A. Administrative Office

While the Secretary of the E.T.C. is charged with the final responsibility for the continuity and records of the Commission, the Executive Director is to be solely responsible for the proper functioning of the Administrative Office's activities and paid personnel.

B. Meetings and Minutes

The Executive Director shall be responsible for the mechanics of plenary sessions of the Commission, meetings of the Advertising and Publicity and Executive Committees, meetings of the Coordination Committee, and such other sub-committees as now exist or may be established in the future.

1) Assist in the preparation of agenda, making suggestions regarding unfinished business as well as proposals for current consideration. When either a sufficient number of subjects or the urgency of proposals indicates the advisability of calling a meeting, he is to inform the Secretary, and the Chairman of the Committee concerned. The Chairman of the Committee will decide on the necessary action, and the Secretary is to be advised accordingly by the Executive Director.

2) Present the draft of the minutes of such meetings to the respective Chairman and to the Secretary (usually not later than 48 hours after the meeting). When the Chairman's approval is received, the Executive Director is to be responsible for disseminating them in their proper final form as well as assisting the Secretary in assuring their incorporation into the permanent records of the Commission. The Secretary is to receive promptly copies of all minutes.



C. Correspondence and Reports

1) Such correspondence as any of the officers refer to him is to be either acted upon directly if so requested, or returned with suggested replies. Routine correspondence is to be signed by the Executive Director, while documents, commitments and other official papers involving policy are to be signed by the proper officer of the Commission.

2) The Executive Director is to be responsible for calling to the attention of the proper officers at the appropriate time the dates when routine annual, semi-annual, and other regular reports to the officers and/or full Commission in Europe and/or to the United States are due; unless specifically instructed to the contrary, he shall present suggested outline and prepare the final draft for incorporation of personal comments and signature of the Chairman or other officer of the E.T.C.

3) Propose and after approval carry out necessary surveys and research for proper handling of the foregoing as well as other matters in which the Commission may be interested. He may also submit his personal proposals and ideas for new projects and functions of the Commission.

4) Present quarterly reports on past activities of the Administrative Office together with proposals for the future.

5) Present all bills to the Treasurer and assist in their verification. Be responsible for:

- a) Administrative Office petty cash and expenses;
- b) become familiar with E.T.C. accounting procedures and methods, and submit all statements and bills to the Treasurer together with written comments, indicating whether the expenditures conform to the amount allocated by the Commission for the purpose.

III. LIAISON

A. Be responsible for proper functioning of routine matters between E.T.C. Europe and E.T.C. New York.

B. Select and channel all proposals and requests to the E.T.C., and to any of its sub-committees, officers or to the Coordination Committee from any and all persons and organizations, unless the Commission designates otherwise, in which case the Executive Director is to be so advised and informed of such decisions or proposals as deemed necessary by the Commission.

- 1) Maintain close and constant collaboration with the Advertising Counselor in the planning, formation and execution of all projects, when such collaboration is indicated, as well as to carry out all Commission activities and projects decided upon.

- 2) Matters of basic principle or policy are always to be submitted to the Commission, while matters of practical application will be handled by the Executive Director and fully reported to the Commission and subject at all times to the control of the Commission.

C. Continuously follow the activities of the Commission in all departments including the establishment and maintenance of contact with the Commission members and their offices as well as with the Coordination Committee.

- 1) Suggestions proposed through this activity, as well as upon his own judgment and initiative are to be made to the appropriate K.T.C. officer and sub-committee and Coordination Committee for future action and development.

- 2) He responsible that effective means be available that all members of the Administrative staff be cognizant of all current correspondence, memoranda, minutes, cross reference of minutes, etc.

- 3) Should the Executive Director be requested to keep any matter personal or confidential, he is to do all possible at his command that its security be kept, advising the Administrative staff of this necessity and he shall be responsible for its safe-keeping.

D. Maintain contacts of practical value to the Commission, its aims, activities, prestige and standing both with the public and member of the travel industry such as the Coordination Committee, A.S.T.A., the C.K.R.R., the transatlantic carriers and other travel interests as well as the proper departments of the U.S. Government, the United Nations, UNESCO and private foundations and organizations. However, all matters of policy must be referred to the Commission proper.